

ONLINE

- Website Design
- Custom Web Development
- Social Media Content
- Mobile Development
- SEO & Analytics
- Email Campaigns
- Wordpress & CMS mastery

WRITING

- Print Advertisements
- Blogs
- Brochures
- Catalogs
- Social Media Content
- Newspaper Columns
- Radio Commercials

PRINT

- Brochures
- Business Cards
- Billboards
- Flyers
- Mailings
- Newsletters
- Magazine/Newspaper Ads

CREATIVE DIRECTOR Odyssey Communications Group 2003-present

CREATIVE DIRECTOR Insider Marketing/Insider Creative 1996-2002

CHIEF COPYWRITER/ADVERTISING DATA DIRECTOR CompUSA 1990-1996

CONTRACT DEVELOPER IBM 1989-1990

SOFTWARE DEVELOPER Startext/Fort Worth Star Telegram 1985-1989

and before that...Tandy Corporation, Rave Stores, KSKY-AM, Tracy-Locke Advertising

SOME CLIENTS

- Sanden USA 15 years
- US Air Force Europe Libraries 11 years
- Enough is Enough 11 years
- The British Emporium 10 years
- CompUSA 6 years
- International Leadership of Texas 5 years
- College Prep America 5 years
- Dallas Music Teachers' Association 3 years
- Grapevine Garden Club 1 year

MEDIA

- Photography
- Video Production
- Video post-production
- Voiceover talent

DEVELOPER

- Full-stack PHP developer
- Javascript / CSS / HTML
- Wordpress customization
- MySQL data design
- Ecommerce
- Eclipse custom CMS

lgroebe@terra-virtua.com • 214-395-3158 • terra-virtua.com/portfolio

SPECIALIST IN HAND-CRAFTED COMMUNICATION

LARRY GROEBE

Been there. Done that. Got the scars to prove it, because this ain't my first rodeo. With decades of deep daily involvement in marketing communications and technology, I offer a unique blend of creative insights, technical knowledge, and production abilities...plus unmatched experience working with an extremely wide variety of clients and environments. From creative brainstorming to finished product, I determine precisely what needs to be said, discover the best way to say it, and deliver the finished product to the highest professional standards: an all-around marketing talent like you just don't find anymore.

I love it! Thank you Larry! It is such a pleasure to work with you! You get us!!! And believe me, that is a challenge.

Dianna, Texas State Floral Association

AMAZING! So incredible! Thank you so much for all your hard work and dedication on this website. I LOVE it!!!

Becky, Dr. Bruce Robinson, MD / NY

Larry, you are awesome. I look forward to working with you again this upcoming year!! Thank you.

Lois, School of Excellence San Antonio

In the meeting today, several board members mentioned how grateful they are for your tireless efforts and how quick and efficient you have been to help get things ready for our events. I personally am grateful as well!

Ben, Dallas Music Teachers Association

I have to tell you that you have been amazing, you helped me with every issue, question, page additions, and more. Thank you for your quick responses and sharing your knowledge with me. I have nothing but great things to say about Odyssey.

Sarah, Empire Eye and Laser / CA

I just wanted to say that we really appreciate all the help you are giving us. The website is coming together nicely, and we are already getting feedback from the business units that are reviewing the pages about the improvement. So many thanks to you.

Federal Home Loan Bank Dallas

What you sent me is perfect. Thanks so much, Larry. Nadia told me you were awesome, and she is absolutely right!

Carrie, International Leadership of Texas

Just wanted to say how much I enjoy working with Odyssey. Your products are outstanding and from the first concept meeting, you had me hooked. Your professionalism, attention to the details that are important to me and your care for the research is exemplary. I consider myself very lucky you were a vendor of choice long before I came on board. Somewhere down the line, Sherrie saw something spectacular as did I... No matter which design in chosen (although I LOVE, love, love #1) today, we WIN! I think you guys ROCK so LOUDLY! I'm excited to be working with you through the transformation of EMR.

Lynn, Emergency Management Resources

I wanted to give you some feedback on your design. Everyone thought the booth was the best we've ever had. In particular, the large panels gave the booth an extra "punch" that it had always lacked. Thanks for your excellent work. The finished product was stellar!

Craig, Sanden USA

You have done a superb job of designing and implementing my Website. I've looked at it on Android and Iphone and am happy with the layout. I rarely disturb something that is working well, and this is the case with our website!!!!!! Kudos Thanks

Terry, Performance Masters X-Ray

Subject: Billboard Final version

Terrific! I had no idea it would look this great. Honestly, fantastic job...

Michael, Compassion Women's Clinic / AK

Larry, You are my new hero!!! This is exactly what I want.

Adam, FieldhouseUSA

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TESTIMONIALS, PLAUDITS & COMPLIMENTS

LARRY GROEBE

